

## **iMovie HD 6: Turn Video into Home Cinema**

Usage: The following demo scripts are designed for use in Apple Retail, Sales Channel, or in larger one-to-many Apple presentations. Do not share the contents of this script or content with customers.

List of items needed for this demo:

- iLife '06
- iLife '06 Demo Refresh DVD
- Macintosh with G4 or greater processor.
- Mac OS v10.4.4 or higher (for iMovie HD themes)
- .Mac account recommended (Internet connection required)

Purpose:

- Feature the ease of use, creativity, and complete integration of the iLife, .Mac



Set-up/install items


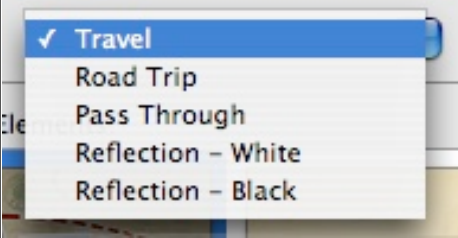
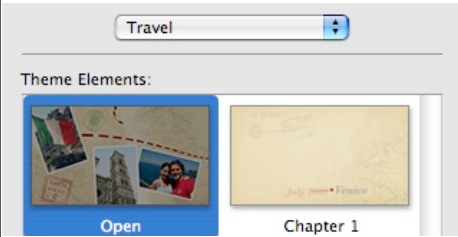
- Insure you have added the appropriate demo content from the iLife '06 Demo Refresh DVD to your demo machine
- iMovies in the Movies folder (like Winter Road Trip) and iPhoto albums in iPhoto—specifically the “Winter Road Trip” album.

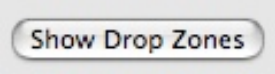

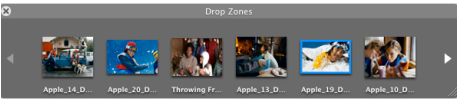
Presentation Hints: Keep it light and breezy. Be excited and amazed by each feature, even if it seems commonplace. Remember, for many customers (especially potential switchers), the things we take for granted on a Mac are often revolutionary to them.

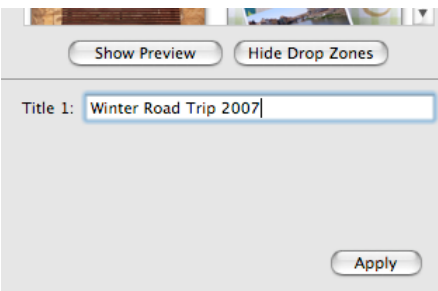

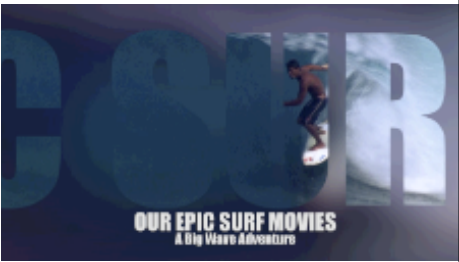
Structure:

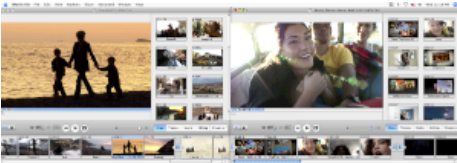
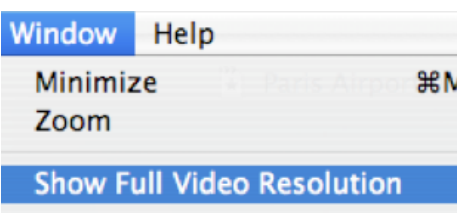
This script consists of a series of individual modules. Depending on the time allotted, you can perform everything in its entirety, or you can pick and choose the modules that work best for your situation.

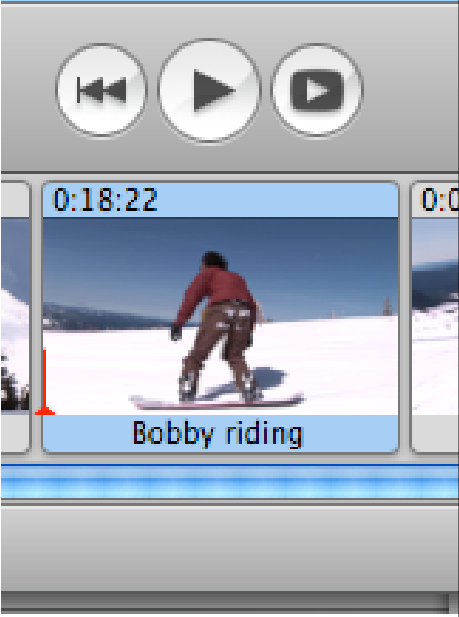


| Topic                               | Step by Step   | Visual Guides  | Dialog  |
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| <b>Introduction</b>                 | <ul style="list-style-type: none"><li>•</li></ul>  |  | Hello everyone, my name is _____, and I'm very excited to be here today to show you iMovie HD 6 - part of iLife '06. iLife '06 is Apple's fully integrated digital lifestyle suite that also includes updates to iPhoto 6, iDVD 6, GarageBand 3, and iWeb. Let's get started.   |
| <b>Apple-designed iMovie themes</b> | <ul style="list-style-type: none"><li>• Select Open and Existing Project from the welcome screen and choose Winter Road Trip 2007 (or select Winter Road Trip 2007 from the File &gt; Open... menu)</li></ul>  |  The image shows the iMovie HD welcome screen. On the left is a clapperboard icon. To its right, the text 'iMovie HD' is displayed above three buttons: 'Create a New Project', 'Open an Existing Project', and 'Make a Magic iMovie'. A 'Quit' button is located at the bottom right of the window. | Do you take home movies? Do you want an easy way to give those movies Hollywood flair? iMovie HD 6 is the fastest way to create an amazing movie with professionally produced scenes that incorporate your video and photos.  |
|                                     | <ul style="list-style-type: none"><li>• With the iMovie Winter Road Trip 2007 project open, rewind and playback full screen</li><li>• Let it sink in with the customer....</li><li>• This is home video with Apple-designed themes placed between content to give any movie professional polish.</li></ul> |  The image shows three circular playback controls: a double left arrow (rewind), a single right arrow (play), and a right arrow inside a square (full screen).  | Apple-designed iMovie themes share consistent design elements such as backgrounds, motion graphics, titles, and effects. Each theme includes movie scenes that incorporate your videos and photos and act as building blocks for your movie. They also include advanced transitions, video and graphic overlays and backgrounds, "lower thirds," and credits. |



| Topic | Step by Step  | Visual Guides  | Dialog  |
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|       | <ul style="list-style-type: none"> <li>• Point out the drop zones: this is where they add their own photos and video clips to personally customize these themes.</li> <li>• They can even customize the titles throughout</li> <li>• It provides professional polish and wonderful structure to quickly create a very professional-looking movie</li> </ul> |    | <p>Using advanced animation and compositing, as well as familiar Drop Zones, your video clips and photos can be combined with backgrounds, frames, text, and effects to create an incredible blockbuster with minimal time and effort on your part.</p> <p>And some iMovie themes are coordinated with iDVD themes and iPhoto books and slideshows to maintain a consistent look.</p> |
|       | <ul style="list-style-type: none"> <li>• Show how easy it is to make a theme element.</li> <li>• Within this Travel project, select the themes tab</li> <li>• Select Travel theme from the pop-up</li> </ul>  |   | <p>You can see how easy iMovie allows you to change themes.</p>   |
|       | <ul style="list-style-type: none"> <li>• Select the Open theme element (note: you may need to click another element first and then click Open)</li> </ul>   |  | <p>Simply select Themes and chose your favorite or most appropriate for your project. We'll select Travel for this video footage.</p> <p>Select a theme element and you'll see it preview in the main window.</p>   |

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|       | <ul style="list-style-type: none"> <li>Select Show Drop Zones</li> </ul>   |   | <p>Now bring up your Drop Zone palette<br/>And simply customize it with your own content: video clips and/or photos. Use the iLife media browser to get all of your digital content easily.</p> |
|       | <ul style="list-style-type: none"> <li>Here is the drop zone editor before filling</li> </ul>  |    | <p>Now simply drag and drop your photos from the media browser</p>  |
|       | <ul style="list-style-type: none"> <li>Fill the drop zones with the photos provided (which should be installed in the iPhoto library—they came in a folder called Winter Road Trip 2007).</li> <li>Note, in Drop Zone 3 we've left an open space when populating the photos and placed a video clip from the iMovie Clips Pane here. You can do the same. We used the clip <b>Throwing Fries—Bobby Riding</b> is also a good clip here.</li> </ul> |  | <p>And we'll even select a video clip from our Clips Pane</p>   |



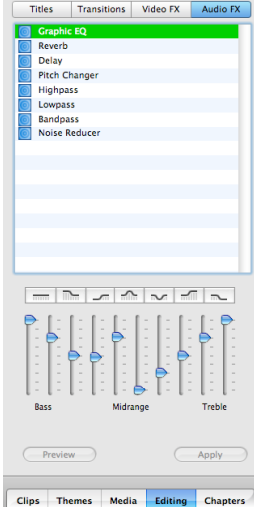
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|   | <ul style="list-style-type: none"> <li>Add a title, Winter Road Trip 2007</li> </ul>  |   | And it's simple to add a custom title  |
|   | <ul style="list-style-type: none"> <li>You don't need to render it out—it will simply loop.</li> </ul>  |   | Now, if you like what you have you simply select Apply and it's added to your movie in the timeline. You are previewing these in real time. When you apply the theme, the rendering happens in the background. |
| <b>View Multiple Open Projects</b><br><br><i>Themes Demo Reel</i> | <ul style="list-style-type: none"> <li>Want to show a “demo reel” of the themes to give a professional overview of all the different types—while showing off multiple open projects?</li> <li>Run the iMovie Themes Demo Reel, it should also be in your Movies folder Go to the File menu and select Open</li> <li>Choose the iMovie Themes Demo Reel project, without closing this one.</li> <li>Click rewind and full screen playback</li> </ul> |  | Watch this to see a sampler of the new Apple-designed iMovie themes that come with the new version.  |


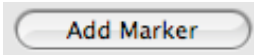
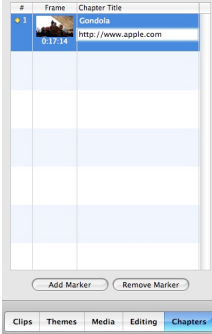
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|       | <ul style="list-style-type: none"> <li>• Resize both windows, making them smaller, so you can see each a little better.</li> <li>• In the newly opened iMovie, copy a video or audio clip from one movie's timeline to the other by simply clicking-and-dragging from one to the other.</li> <li>• It's that easy..</li> <li>• (Up to 10 open projects supported)</li> <li>• <i>Remember: don't save these projects if you've made ANY changes.</i></li> </ul> |  | <p>iMovie lets you switch between multiple open projects and copy video and audio clips among projects instantly. Instead of having to close a project to open a new one, you can now copy and paste or drag and drop clips between open projects. Want to compare different "cuts" of your video? Simply open multiple versions of the same project and pick your favorite one.</p> |
|       | <ul style="list-style-type: none"> <li>• Close the demo reel project</li> <li>• Then select Window &gt; Show Full Video Resolution (To grow the Winter Road Trip project window to fill the screen)</li> </ul>   |  | <ul style="list-style-type: none"> <li>•</li> </ul>  |

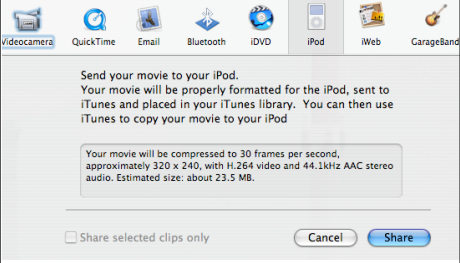
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| <b>Real-time effects</b> | <ul style="list-style-type: none"> <li>Click on a clip, like Bobby Riding, in the Travel movie (be sure not to save any of these changes)</li> </ul>                                |    | <p>Experiment with 30 stunning new video effects and see the results instantly.</p> <p>iMovie lets you edit and preview clips with effects in real time* in the main window.</p> <p>The final rendering happens in the background. There's no waiting for video to render; you'll see the changes as soon as you make them.</p> <p>iMovie takes full advantage of the Mac OS X Core Video, which utilizes the graphics processing unit (GPU) of Mac video cards for hardware acceleration</p> <p>*Footnote: real time performance depends on your system configuration.</p> |
|                          | <ul style="list-style-type: none"> <li>Select the Editing pane tab</li> </ul>   |    |   |
|                          | <ul style="list-style-type: none"> <li>Select the Video FX tab, and scroll to the Quartz Composer set of effects (these are the new real-time, OS X Core Video effects).</li> </ul> |  |   |

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|       | <ul style="list-style-type: none"> <li>Choose different Real-time effects from the list labeled “Quartz Composer”, like Pointillize, and you’ll see the results instantly.</li> </ul> |     | <p>To chose and render one of them, simply Apply. The rendering will not effect your ability to still preview the effect in real-time</p> <p>The final rendering happens in the background. There’s no waiting for video to render; you’ll see the changes as soon as you make them.</p> <p>iMovie takes full advantage of the Mac OS X Core Video, which utilizes the graphics processing unit (GPU) of Mac video cards for hardware acceleration</p> <p>*Footnote: real time performance depends on your system configuration.</p> |
|       | <ul style="list-style-type: none"> <li>Reduce the Radius, in the controls at the bottom of the Video FX pane to fine tune the desired effect.</li> </ul>                              |  | <p>Scroll through the effects and select Pointillize. Notice how it previews right away.</p>   |



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| <b>Cinematic Titling</b>           | <ul style="list-style-type: none"> <li>• Select Editing from the Panes. Click Titles.</li> <li>• Select a title, like Bounce Across</li> <li>• Show that it loops in the main window—and you can make changes.</li> <li>• Hot Tip: Using all of the Mac OS X font controls—by Control-clicking and selecting Font &gt; Show fonts—you can virtually full control over your title styles.</li> <li>• (Footnote: real time performance depends on your system configuration.)</li> </ul> |    | <p>Create fantastic titles and text effects for your movies and see the results right away—and in the large, main preview window. Sub-pixel rendering and field blending gives you higher quality, smoother text that will always impress your audience.</p>   |
| <b>New Audio Enhancement Tools</b> | <ul style="list-style-type: none"> <li>• Select the Editing pane tab</li> </ul>  |    | <p>The new iMovie Audio effects can help you sweeten or clean up your audio using Mac OS X Core Audio technology.</p>  |
|                                    | <ul style="list-style-type: none"> <li>• Select the graphic equalizer (Graphic EQ) and adjust the bass, midrange and treble.</li> <li>• Preview, then Apply</li> </ul>   |  | <p>The new audio enhancements in iMovie will make your movie sound as great as it looks. Noise reduction helps to reduce the sounds of wind noise, camera motors, and other potential audio distractions. A graphic equalizer, reverb, delay, and other new audio effects let you add more depth and clarity to your soundtrack, while “sweetening” the audio signal</p> |

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| <b>The easiest way to create a Video Podcast</b> | <ul style="list-style-type: none"> <li>Position the playhead on the timeline where you'd like to add a chapter marker.</li> <li>Select the Chapters pane tab.</li> </ul>                  |    | <p>Making a video podcast is as easy as making an iMovie. And if you want an “enhanced” video podcast with chapter markers and URLs, it’s as easy as adding chapters, as you do for movies going to iDVD. Just click and type in a Chapter name and a link. iMovie does the rest. And you can publish this to the Internet with iWeb—or copy the podcast to your iPod with iMovie’s Share capabilities.</p> |
|  | <ul style="list-style-type: none"> <li>Click Add Marker, which will add a chapter along with automatically including a chapter image.</li> </ul>  |   | <p>Chapter markers are great for your iMovies, since they are used automatically in iDVD to create scene selection menus for convenient DVD navigation.</p>   |
|  | <ul style="list-style-type: none"> <li>Type in a title</li> <li>To add a URL, double-click below the title (example: <a href="http://www.apple.com">http://www.apple.com</a> )</li> </ul> |  | <p>But now you can also enhance your video podcast by including chapter markers that let viewers access a scene. You can also add URLs to your podcast so viewers can directly access information on the Internet or even content in the iTunes Music Store.</p>  |

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|       | <ul style="list-style-type: none"><li>Click Share menu &gt; iPod</li></ul> |  The visual guide consists of two parts. The top part is a screenshot of the iMovie HD 6 'Share' menu, which is open and shows various sharing options: Videocamera, QuickTime, Email, Bluetooth, iDVD, iPod (which is highlighted with a blue selection bar), iWeb, and GarageBand. The bottom part is a screenshot of the 'Send your movie to your iPod' dialog box. This dialog box contains the following text: 'Send your movie to your iPod. Your movie will be properly formatted for the iPod, sent to iTunes and placed in your iTunes library. You can then use iTunes to copy your movie to your iPod.' Below this text is a smaller box stating: 'Your movie will be compressed to 30 frames per second, approximately 320 x 240, with H.264 video and 44.1kHz AAC stereo audio. Estimated size: about 23.5 MB.' At the bottom of the dialog box, there is a checkbox labeled 'Share selected clips only' which is currently unchecked, and two buttons: 'Cancel' and 'Share'. | <p>Now you can enjoy and share your movie in several ways:</p> <p>This can be your video podcast. Simply share to iWeb and publish to the Internet, even submit your podcast to the iTunes Podcast directory for the world to discover (described in the iWeb project that follows)</p> <p>Or simply share it to your iPod (via iTunes)</p> |